

South Carolina Statewide Lodging Outlook Report
May 2015

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: May 2015	May 2015	% Chg	May 2015	% Chg	May 2015	% Chg	% Chg	% Chg	% Chg
United States	67.5%	0.8%	\$120.64	5.0%	\$81.43	5.9%	7.0%	1.0%	1.9%
South Atlantic**	68.9%	1.5%	\$116.63	5.4%	\$80.39	6.9%	8.0%	1.0%	2.5%
South Carolina	65.2%	-0.9%	\$111.75	5.4%	\$72.86	4.4%	5.3%	0.9%	-0.1%
Year-to-Date: January through May 2015	Jan-May 2015	% Chg	Jan-May 2015	% Chg	Jan-May 2015	% Chg	% Chg	% Chg	% Chg
United States	63.6%	2.3%	\$118.39	4.7%	\$75.26	7.2%	8.2%	1.0%	3.4%
South Atlantic**	67.4%	3.4%	\$121.39	5.9%	\$81.87	9.4%	10.5%	1.0%	4.3%
South Carolina	60.2%	1.8%	\$98.61	6.1%	\$59.31	8.0%	9.0%	0.9%	2.8%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: Smith Travel Research

Three Month Occupancy Outlook for South Carolina

		June 2015	July 2015	August 2015
Smith Travel Research <i>From April 2015 Forecast Report</i>	Occupancy Forecast	73.9%	75.4%	69.5%
	% Chg vs same month in 2014	2.7%	1.4%	0.0%
TravelClick <i>From Bookings as of 6/12/14</i>	Occupancy from Current Bookings	50.6%	22.2%	11.0%
	% Chg vs same month in 2014	1.8%	3.9%	5.4%

Source: Smith Travel Research and TravelClick